



LA CAVE OF LOS GATOS

Executive Summary



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34 N Santa Cruz, Ave, Los Gatos, CA 95030

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1. Concept

La Cave of Los Gatos will be an authentic French Food Bistro in the heart of Los Gatos. The goal is to combine a relaxed customer experience with great basic French food that is economically sound. A true authentic French restaurant, owned and operated by a French chef that will not only attract the locals but also attract other patrons from other cities, particularly a true authentic French restaurant are far away and in between. The combination of the décor along with the authentic, simplistic, tasty, and well executed French food, is to share the chef's home cuisine he ate at home while growing up there and transporting with our customers to Paris.

We would like to leverage a creperie, within the umbrella of the restaurant, so we can have on the parklet or in the kitchen to address breakfast, lunch and/or dessert needs daily.

Additionally, we are requesting a temporary CUP to operate a creperie on the parklet while the restaurant construction is complete. This gives us an opportunity to introduce our brand to Los Gatos, give them a taste of what to come and generate revenue while awaiting construction finalization. We want to introduce the different types of creperies, sweet vs savory, the dough differences and the experience difference. While we understand that there are other creperies out there, what we have noticed is that within a 50-mile radius there are limited number of true authentic French chefs that adhere to it and even more limited in understanding the dough difference between the sweet and savory. Thus, we want to bring this as part of our restaurant option to introduce and share with our community in Los Gatos. It provides a different option for those patrons interested in French food but are on the go or under time limits.

A place where the dishes are traditional, the ingredients seasonal, the service attentive, the price acceptable and a relationship with the chef is close enough that anyone can visit the kitchen when the meal is over. Per Chef Philipp, "I want all my customers to feel that they're coming to my home for dinner."

Immersing into the Los Gatos Community and integrating into the local business that drives success to the Town is important to us.

We believe in giving back to the Town that has embraced us. Thus, our business will be uniquely integrated with the "The Maid's Quarters." We were proposing to join forces with "The Maid's Quarters" to support each other's local business by teaming up. They will leverage the entire space to display their French antique décor, even throughout the restaurant and keep the space between both business open. This will create a cohesive and organic, décor and experience. Think of local artists when they hang their paintings in a restaurant for an opportunity for consumers to purchase. We believe this would be a great approach as it will expose various patrons to both of our businesses. In the sense, during the day when patrons are going into "The Maid's", they leverage that opportunity to market the restaurant via word of mouth, particularly that they have a

La Cave of Los Gatos

substantial footprint in the community for over 40 years. While the restaurant is open, and with the décor provided by “The Maid’s” with the price tags on them, we can expose their products into a different and/or new market segment. In essence, being overly neighborly.

2. Look and Feel

Bistro-is defined as a local family-owned small restaurant that is supported and frequented by the locals. Its origins are Parisian incarnation, a small restaurant, serving moderately priced simple meals in a modest setting with alcohol.

We are asking to turn a current retail store into a small French Bistro. We have been working with the architect, our landlord, swage, waste management and the health department to explore the art of the possible. We are now at the phase where would like to get your approval to proceed forward. The details of the construction, mostly focusing on building a kitchen, are included as an attachment into this CUP application. There will be no modification to the outside of the building.

The décor will be based on 19th century French charm, built for sheer comfort: the floors are of colored tiles, copper pots, bistro sturdy chairs, old wall décor and mirrors that are slightly tilted to give everyone a better look at everyone else. A unique decor style - casual yet semi-formal and polished in French manner with fine antique feel. Antique style pendant, lightings, dark wood furniture, brass metal piping fixtures and hardware, tiled walls and floors, bistro bamboo cafe chairs, chalk board menu and French tableware and linens. All comes together to make 'oh so Paris'!

Always lively but never raucous, the ambiance of a bistro is the epitome of bonhomie. Everyone is happy for a little while.

There will be three ways to experience difference aspect of a bistro within La Cave of Los Gatos.

1. The Parklet-which will be out front, will be decorated with Ivy & lavender plants. French tables & chairs. This experience reflects more of a café feeling in Paris
2. The French bistro dining room- which will be inside will provide your dining room with a touch of class, simplicity, intimate ambiance and elegance all at once. You will have a front row seat to watch the Chef cook and prepare all dishes being ordered through the open kitchen concept. Giving you a culinary experience, we all dream of
3. The Terrace- The back of the restaurant which transformers into a street cut out of Paris in Los Gatos’ back yard. The focus of the experience, is to feel like you’re eating on a terrace in Paris under a large tree surrounding with climbing vines, the rustic décor, simplistic lights and farm furniture

La Cave of Los Gatos

Our ambiance will be focused on laid-back, cozy, focusing on rustic, vintage, comfortable and transforms you to Paris where people can come to relax after a long day and enjoy a good, hearty meal with friends. The bistro atmosphere may encourage guests to stay and chat after their meal, a sort of cafe/restaurant hybrid, rather than feel as though they must leave once the check has arrived.

- Intimate lighting- snug and inviting — especially in the evening, when soft, low light floods the space with warmth, such as sconces, pendants and floor or table lamps to create a diffused glow. This will be in addition to all-natural light during the day through the main large windows, the sky light and being seated outside.
- Window awnings. Awnings cap off exterior windows with tailored grace and the most classic look, stripped black and white.
- Music-light smooth relaxing French bistro ambiance.
- Bistro chairs-A perfect marriage of comfort, style and durability, these low-slung rattan chairs are chic. May consider going with various colors instead of a uniformed color to give that homie feel style to it.
- Tile floors-charming and easy to clean, some mix of wood, tile, and concrete per the requirements of the health department.
- Vintage boards and posters-Colorful wall hangings that advertise champagne, travel regions, books and specials of the day.
- Kitchen-open kitchen concept where anyone walking by can experience the French chef making his food. Additionally the equipment will also be visible. A professional range and hood for a French kitchen feel with a Continental touch. Cookware, pots, pans and dishes have to be close and easy to grab. Stock open shelving with simple, brasserie-style dishware (plain white or with a colored rim).

Menu

With a typical French menu with a feel good, homemade dishes, in the best tradition of French country style bistro. We will have two sets of menus

1. Creperie Menu-For Breakfast and Lunch (Menus are included as an attachment to this request)
 - A crepe machine will be on display and portable where you can have it on the parklet, in the kitchen or the terrace.
 - This menu will be in 3 sections with set crepes combination: Savory, Sweet and Beverages
 - The dough will be mixed and ready to go and all applicable prep will be handled prior
 1. Savory Crepe-The dough will be authentic and savory to reflect the Britannia made out of black buckwheat flour, a bit thicker than normal crepes

La Cave of Los Gatos

- Basic menu will include 3 savory options, including a vegetarian and vegan options that can satisfy both breakfast or lunch hunger
- 2. Sweet Crepe- Butter pancake like dough that is baked in very thin layers
 - Four options to satisfy the need for a sweet bite or those who have a sweet tooth. In addition to the typical Nutella kind, we have added a couple of Normandie and Parisian style crepes, with a vegan option
- 3. Beverages-Will be a combination of soft and coffee drinks, alcoholic beverages upon license approval (beer/wine/liquor)
- 2. Dining menu-consists of simple and handpicked items broken into appetizers salad, entrees (fish, meats and vegetarian), along with side dishes and desserts
 - Appetizer-The signature home made French onion soup or the unmissable escargots
 - Salad-Simplistic greens with goat cheese, 2 options
 - Seafood-Mussel and Salmon cooked in very simplistic and delicious sauces accompanied by various sides
 - Meats-Coq Au Vin, Duck Confit à L'Orange, Grilled Ribeye With Peppercorn Sauce, and an entrée meal of the traditional steak tartar
 - Vegetarian and Vegan entrée dishes-will be "du jour"
 - Sides-Rice, Pommes Frites, Ratatouille & French Green Beans
 - Desserts-Cheese plate du jour, chocolate mousse, crème caramel, pear tart, optional ice creams or a sweet crepe option
 - Kids-during dinner time, kids will have the option to order from the crepe menu if the main menu is not to their liking
- 3. Beverages
 - The breakfast and lunch beverages will focus on coffee like drinks, sodas, juices, French homemade drinks, (non-alcoholic), teas, or water, with the weekend days, for brunch, alcoholic beverages will be available
 - For alcoholic beverages there will be a broad variety of wine, beer and cocktails

La Cave of Los Gatos

Service and Customer Experience

- **Entering into our world**
 - Upon Walking Up to the Host/Hostess
 - You will be greeted by and seated accordingly
 - You will notice a unique table setting where nothing is uniformed yet very charming, meaning glasses, plates, platters, napkins will be mismatched.
 - Before you even read the menu, you will be created with a fresh French bread and abundant butter on the table, along with a pot of fresh flowers, or one single flower. A votive candle will be lighted at night. You may be offered a complimentary apéritif—a little Port perhaps
- **Customer Interaction with Our Staff**
 - Begins the moment the customer walk towards the restaurant
 - Friendly and down to earth atmosphere contributing to our mission of making it feel like “a French home experience:
 - Most likely you will have a French waiting staff who will be able to guide you through the menu, the specials and best options for accompanied drinks
 - Your order will be taken by our waiting staff via a portable RFID that automatically sends your order into the kitchen, no need to have to had write, then re-type and then send to the kitchen. We want to give our customer what they want in the fast possible time
 - Your order will be delivered to your table in accordance with drinks, appetizers, salad, entrees and dessert, all members of the party receiving their dishes at the same time
 - Once ready for their check, the waiter will head to the table with the RFID to check out the customers at the table, contactless options to pay, credit card, etc....
 - We encourage our customers to take their time and unplug from their daily lives and enjoy the Persian atmosphere as much as they would like

Our Proactive Approach

We understand that due diligence, timeline, and following the correct process is a key element for success. Thus, we have taking the initiative with respect to:

- Engaging with the Town of Los Gatos to ensure clarity on process, requirements and needs on multiple occasions prior to this submission
- Have contacted the trash company to ensure that there’s no impact to their process. They sent a supervisor to conduct an assessment at the location on 04/16/2021 and we received their feedback that all the recommended containers to address the additional flow of trash from a restaurant will be able to fit in the current trash location

La Cave of Los Gatos

- Engaged the Sewage company to address needs and requirements and they provided feedback that no further sewage upgrade will be needed
- We are currently fully engaged with our architect to drive the plans and documentation requirement for the Town and the details required. Additionally, engaging with Engineers, plumbing, electric and gas to understand any various impacts
- We are working on engaging the possible neighbors to start building a relationship with them and understand any concerns or any input they may have

Conclusion

There is a great deal of French culture and culinary components that we are excited to share with Los Gatos/our community. As such, we are confident that while we will work to make our mark, it will be our experience, adaptability, agility, and customer experience focus that will drive the market demand that will ensure our success.

Chef Philippe, owner and executive chef of La Cave of Los Gatos, is a classically trained chef with over 35 years of culinary experience. He graduated from the prestigious Ferrandi Paris, now called Cordon Bleue. He's a well experienced chef who has opened many restaurants and looking to make Los Gatos his home.

The concept is to provide local residents and visitors alike with an option to transport to Paris for a meal experience, either enjoyed in or outdoors

The focus on curating new and exciting options not found in other nearby restaurant and the French cuisine will be a differentiator, but also a complementary option for patrons

Hours of operation: We plan to open from 7 a.m. – 1:00 a.m. daily once we're fully up and running. To start, our schedule will be as follows:

- Mon-Thur: 11a.m.-2:00 p.m. (Lunch) & 5:00p.m.-9:00p.m. (Dinner)
- Fri-Sat: 8a.m.-2:00 p.m. (Breakfast & Lunch) & 5:00p.m.-10:00p.m. (Dinner)
- Sun: 8:00 a.m.-2:00 p.m. (Breakfast & Lunch)

La Cave of Los Gatos

